

SOUTHWEST IOWA

Art Tour

Connecting
communities
through art...

The Southwest Iowa Art Tour is now in its eighth year connecting southwest Iowa communities through art. This event is not only great for artists, but brings people to experience small towns in our region. We encourage participants and attendees to chart their own course and visit some of the great businesses and eateries along the way, while discovering phenomenal art and artists in southwest Iowa! We anticipate that the overall participation may be smaller this year, but will still have a great impact on the artists and rural communities.

The fall of 2014 marked the first art tour, which was organized by a small group of area artists and volunteers. 2019's tour more than tripled from that inaugural year. While 2020 required some modifications, we were still able to hold the event and keep our artists and participants safe. Last year was scaled back to a one-day event, but this year we are planning to return to the full two-day event, with select locations participating in an additional Friday 'Sneak Peek'.

This year's tour is scheduled for Friday the 17th, Saturday the 18th, and Sunday the 19th of September, 2021.

We realize that this has been a difficult year for all businesses. We hope that you will be able to continue to support the Southwest Iowa Art Tour, but we certainly understand the position that many of you are in as small business owners.

What does your support do?

- Highlight your business and welcome visitors as they explore rural art through our printed event brochure and map. **We will distribute 5,000 brochures** to venues throughout southwest Iowa leading up to and during the event.
- Provide online advertising for your business through our website www.swiarttour.com and Facebook page. **Our Facebook page has nearly 1,500 avid followers and our website averages more than 2,600 page views the month of the Art Tour**—All website ads will remain online for an entire year!
- Most importantly, your support will ensure this growing event will continue to thrive and support local art and communities. Thank you for your consideration!

The Southwest Iowa Art Tour is coordinated by Golden Hills RC&D, a nonprofit organization. Please email Becca at rebecca.castle@goldenhillsrcd.org with any questions!

Deadline to reserve your sponsorship is June 25, 2021!

Yes! I'd like to support the 8th Annual Southwest Iowa Art Tour

Name _____

Address _____

City/State/Zip _____

Website _____

Email _____

Phone _____

\$1,000 +

Your sponsorship will be recognized by a website ad, half-page ad in the event brochure, listing on the back of the brochure, listing on the posters/maps, individual social media promotion, special notation on the online version of the map, and press release mention leading up to the event.

\$350

You will be recognized by a double business card sized ad in the event brochure, website and individual social media posts leading up to the event.

\$200

Your sponsorship is recognized through a business card (3 1/2 by 2 inch) sized ad in our brochure, website and social media. Your ad will remain on the website sponsor page for 12 months.

\$50

Your name and business will be listed as a sponsor in the Art Tour brochure, website and social media.

Please make checks payable to:
Southwest Iowa Art Tour

c/o Golden Hills RC&D
PO Box 189
Oakland, IA 51560